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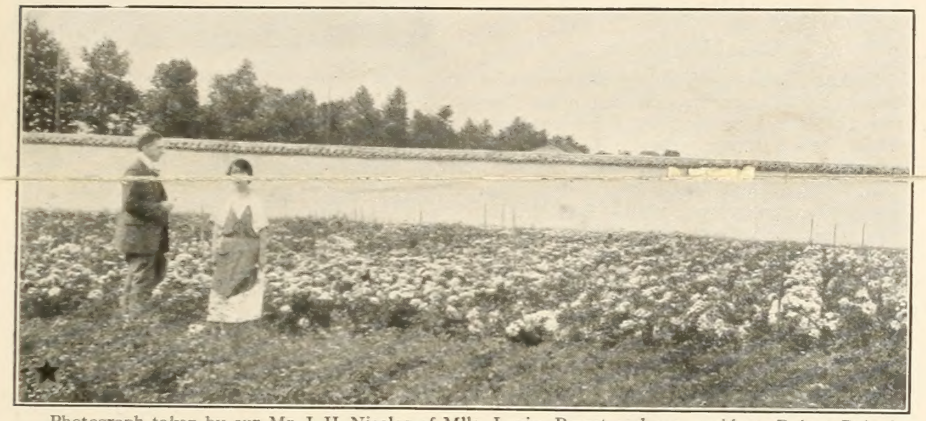
Special list of =

MORE ABOUT GOOD ROSES

VOL. 2, No. 1 | Star Rose Growers | FEBRUARY, 1926



Photograph taken by our Mr. J. H. Nicolas of Mlle. Louise Pernet and our president, Robert Pyle, in the secret garden of M. Pernet at Venissieux-les-Lyon in Southern France.

Inside the Secret Garden of the World's Most Famous Rose Hybridizer

Here is the garden enclosed with a ten foot high stone wall, on all four sides, and a heavy iron gate which is kept locked, and in this secret garden of perhaps the world's greatest Rose hybridizer, our president, Robert Pyle and our Mr. J. H. Nicolas, escorted by M. Pernet's youngest daughter Louise, were given the rare opportunity of viewing not only M. Pernet's most recent introductions, such as "Souv. de Claudius Pernet" and still more recent "Ville de Paris," but also many of his seedlings which have not yet been introduced and which in the years to come may be expected by the rose-hungry nations. Mr. Pyle has had more than ordinary experience in witnessing great displays of growing roses in all parts of America, including the Pacific Northwest, central and southern California; North-eastern Ireland and many other parts of Europe, but there was something about this guarded planting of M. Pernet's that was different. It seemed to him more dainty, yet more glorious, more fastidious and more fascinating than all the rest. It may have been the sunshine of Southern France, it may have been that the soil had something to do with it, and quite likely the predominance of the lighter and daintier shades of yellow and gold lit up the scene, for it was truly a fairyland of blithesome beauty. No wonder M. Pernet is obliged to keep it under lock and key so that none but cherished guests or the occupants of flying machines that pass overhead, may see inside.

Among the Roses shown in the above picture are blooming plants of the new *Ville de Paris.* That is the rose which last June at Bagatelle won the Gold Medal offered by the City of Paris. Our Mr. Nicolas was one of the judges. Ville de Paris is an improved Souv. de Claudius Pernet. We have plants for sale. $2.50 each.

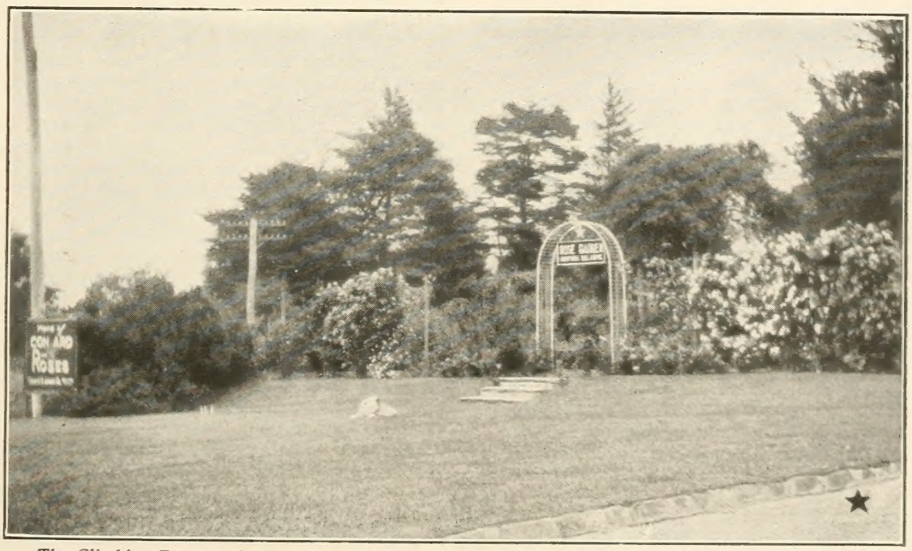
When You Uncover Your Roses

Do not do it too early, and in stages only. The period of most acute danger from frost is at the end of winter when the plants may be subjected to the agony of *being thawed out too quickly* and too often. It is the rapid change that does the mischief. If the soil has been hilled and manure or straw put in the hollows, remove the latter first, then a few days later, when danger of hard frost is past and the soil is thawed and drained, level off the hills. (Light frosts will do no damage.) It is important that these operations be *done on a cloudy day* as there is danger of the sun injuring the live wood. Do not be impatient, as no harm will come if the protection remains a little longer than necessary.

Our Enlarged Rose Garden

Our office grounds face on the principal highway leading from Maine and New England to Florida. Automobiles of every description, loaded to the gunwales with household paraphernalia, rolling on toward the sunny south, are an everyday sight through the early winter—even houses on wheels, windows up and curtains flapping, with often a lady at the wheel, add variety to the car brigade.

Naturally, numbers of our friends pass by. Therefore, the importance of our location for displaying our wares annually grows greater, and the Rose Garden planted a few years ago, containing 300 or 400 Roses, is already outgrown. To accommodate the increasing demands of our friends we are much more than doubling the size of the space, and, we hope, the beauty of this "show window." Our rustic summer-house, established last year, looks out upon one axis, at right angles with which is the longer vista of the other axis, that will open up a lovely view to tourists returning from Florida during or before the Rose blooming season. You can be very sure that we shall adapt and use as many as possible of the ideas obtained during the European trip last summer, where we took careful notes and measurements of the trellises and pyramids, to say nothing of the gracefully garlanded climbers, trained in festoons from pillar to pillar. We are ambitious in this respect, that we hope to have a beauty spot worth visiting, we hope to disappoint no one. It is our idea to have blooming in this garden a sample of every Rose offered in our catalog, and when you reach here you will be able to identify the place by the sign of the "Star."



The Climbing Roses and the trellis at each side of the entrance to our present Rose Garden will have to come down, to make way for "Our enlarged Rose Garden" which will contain over 1000 Roses.

MORE ABOUT
GOOD ROSES
PUBLISHED BY
THE CONARD-PYLE CO.
Star Rose Growers
Robert Pyle, Pres. West Grove, Pa.

FEBRUARY, 1926

A Prize For Prize Winners

To anyone who wins a First Prize in 1926 with a Rose or Roses grown on C.-P. Star Rose plants, we will, upon authentication from the official Secretary of the Rose Show where the Prize was offered, award an additional or *Super-Prize* of the great little 200 page $2.00 book—"How to Grow Roses" by Robert Pyle.

P. S. Please see that this offer is published in your local premium list.

To successfully grow a prize winning Rose *is* one of the worth while things in life. With Star Rose plants our customers win many prizes at local shows each year, both in June and in the Fall. Some have been kind enough to let us know of their success, and we rejoice to know that our efforts to produce the best Roses money can buy, are crowned with success in our customer's gardens.

One prize winning Rose gives thrills of delight to probably hundreds or even thousands of people who see it. It's a worthwhile thing to spread so much pleasure around, and imagine the feelings of the proud prize winner.

Know Each of Your Roses By Name

There is ten times more fun in getting acquainted with your roses if you can speak to each one of them by their respective titles.

Think of being entertained every evening by the great and near great, by Premiers, and Presidents and Imperial Potentates; by the Queen of Fragrance and her ladies in waiting; by The Duchess of Wellington, Lafayette and the Bonnie Prince.

What a pleasure it is, when your friends join you to be able to present each of your favorites by name, the correct name.

This is just another of the many reasons why so many people prefer Star Roses; because on every plant there always can be found the neat, durable, little star label of celluloid, and there is the name as plain as day.

To Grow a Prize Winner

Don't pet it too much. Keep it ruggedly healthy. To begin with—prune severely, back to three or five eyes on a branch. Prune early.

Keep well cultivated. Feed with liquid manure, once in ten days, *after* the buds have formed. When more than one bud is on a stem nip off the side ones.

If the sun is strong and weather is dry, protect your show blooms with a paper hood tacked to a light stake. Buds that have been shaded retain a richer color and do not open too quickly. Wrap a thread or two of light wool *loosely* about the bud if you wish to prevent it opening too soon. Cut early in the morning and keep in a cool dark place in water until show time.

Brief Pruning Hints

Bush Roses

Prune while the plants are yet dormant. Clean the bush by removing the weak and dead branches, leaving only sturdy stems, and cut back to live wood. Hybrid Perpetual Roses, such as Paul Neyron, General Jacqueminot, Frau Karl Druschki, etc., should have 12 or 18 inches of wood left, as Roses of this type make their blooms on the laterals that come from the growth of the previous year.

Hybrid Teas and Teas can be pruned back to 4 or 5 eyes, as they form their blooms on the new growth that comes from the base of the plant.

Climbing Roses

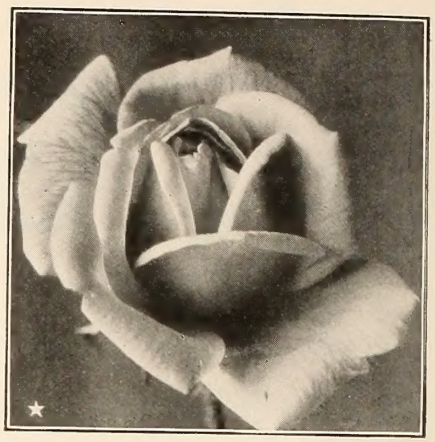
Prune hardy climbing Roses only once, and as soon as you can *after* they are through blooming and before they make their summer growth. Cut out old canes on such varieties as Dorothy Perkins and Wichuraianas which make a willowy growth from the root. Roses like Dr. W. Van Fleet, and the Climbing Hybrid Teas, should be pruned back to two eyes from the old canes and *unless the bush needs thinning*, do not cut the long canes of old wood out as you would do with the Dorothy Perkins type.

Plant More Hybrid Perpetuals

The Grand old Oak-hardy Hybrid Perpetual Roses such as General Jacqueminot, Magna Charta, Paul Neyron, Ulrich Brunner and many others should be planted more than they are, for once planted they are there to stay for years and they require little care. As a rule, they bloom only in June, *but*, such blooms!, and if they are pruned back severely after the June blooms have gone, they generally bloom again in the fall. Make room for some of these old veterans that gave such glory to our Grandmothers' gardens.

Are Roses Like Chameleons?

Everyone who grows Roses should know that different soils and different seasons will make great changes in the colors of the flowers, and this is particularly noticeable in the tinted and light colored varieties like Ophelia, Betty, Florence Pemberton, etc. The chemical composition of your soil may be so different from that of your neighbor that Roses of the same name, from the two gardens, might look like two distinct varieties, as far as color is concerned, but the form will remain the same. One notable instance of change of color was when Mr. Gurney Hill of Richmond, Indiana, who has produced such grand Roses as Columbia, Sensation, Premier, etc., was visiting the world-famous Dickson Rose Nurseries in Ireland. He was shown a new rose and he remarked that it was familiar to him but could not name it. He was told he *should* know it, as it was one of his own new varieties that he had sent over for trial, but the color was so changed in the cool, moist Irish climate that he did not recognize his own "baby"! If the colors of your Roses do not always match the catalog description to a T, just remember Mr. Hill's experience.



Souv. de Claudius Pernet—Sunflower Yellow

This marvelous yellow rose, Souv. de Claudius Pernet, was named by Mons. Pernet, in honor of one of his beloved boys whom he lost during the World War. Star size plants $1.50.

Test Garden Notes

October was cold, rainy and the latter part was marked by killing frost, which however, did not seem to affect certain Roses. It was a good season to note the varieties that are tall growers and which as such should either be grouped together or form a background for lower ones. Lady Ashtown, Lady Ursula, Etoile de France, La Tosca, the three Radiances (Red, Pink, and Mrs. Charles Bell), Lady Pirrie, Betty Uprichard, Florence Pemberton, Isobel and Konigin Carola are tall.

Padre is distinctive for two reasons; beautiful long pointed buds of an original coloring, but has them on long "stilts"—does not break at the base.

Imperial Potentate and Red Radiance continued to bloom long after others had succumbed to the frost, and their foliage is surprisingly persistent.

President Cherioux and Gorgeous seem to revel in late Autumn weather, their sparkling tints and sizes were unusual. Independence Day, disappointing (as many are) in hot weather seemed to repent her mid-summer slovenliness and called our attention with a crop of blooms darker, almost orange and much fuller than at any other season.

But the outstanding queen of them all was Konigin Carola; magnificent large and perfect blooms which brought back to mind Admiral Ward's words "The Queen (Caroline Testout) is dead, long live the Queen (Konigin Carola). Undoubtedly one of the best pinks, all season, but especially in the Autumn."

* * *

Do not for a moment get the idea that our display garden is the limit of our resources in Roses to show you. You might be interested to pass into the Test Garden, where every creditable new variety deemed worthy is being tried out; and you might even have time to go with us to our fields, where almost 100,000 of the finest Hybrid Teas to be seen in the East will be blooming. But if you only have time for a peep-in, remember to stop a few minutes at Rose Hill and Rose Corner on the Middle Atlantic Coast Highway, Route 12, 40 miles from Philadelphia, 70 miles from Baltimore. You will be welcome.

"STAR GUIDE TO GOOD ROSES", OUR 100 PAGE CATALOG, IS FREE.

Conard-Pyle Co.
This years "Guide" is a splendid index, giving the size of the bush and

Familiar Faces Among The Roses in Europe

We saw many surprising things in Europe, but one that pleased us most was the popularity and the many uses of American born hardy Roses where the Tea Roses used to reign supreme. It was a revelation to us and a source of wonderment first at Barcelona, to see American Pillar in such quantities in the public parks, on walls, on long pergolas, their enormous heads of blooms mingling with Mimosas and Bougainvillas. It was the latter part of June and in that climate, where some roses begin to bloom in April, American Pillar was still in its glory. In the same parks, were clumps of Hugonis, already past flowering but the fern-like dark green foliage made a beautiful contrast with the gray Eucalyptus. From Barcelona, the railroad to Nice follows the Mediterranean Coast nearly all the way, and we had a good opportunity to observe the scenery, lined with the magnificent winter homes on the Riviera. Hanging over the walls and pergolas were American Pillar, Dorothy Perkins and Excelsa, and at Nice, one evening we dined under a huge arbor covered with the hardy American Roses, which were to us like a bit of home. We inquired about the reason why these Roses, generally associated with cold climates, were there so prominent and the answer was, their greater outburst of bloom than climbing Teas. They had better foliage, more resistant to summer heat, and keep on growing while the others become dormant.

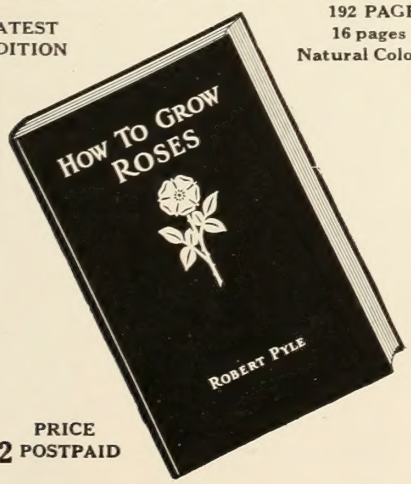
These were not the only hardy roses in the Riviera. Hugonis is much used in landscape work, and Frau Karl Druschki is doing splendidly. Mary Wallace was already there "on probation," as a Rosarian remarked, but it gave every indication of being at home and prosperous. We recognized also Dr. Van Fleet, but it had already bloomed; the foliage is highly praised as very ornamental. As to Silver Moon, it is fast displacing its ancestor, the Cherokee Rose (R. Laevigata).

* * *

This is the book offered as an additional or super-prize to anyone who wins a first prize from Conard-Pyle Roses at any regularly organized local Rose Show. (See offer on 1st Column, Page 2.)

LATEST EDITION

192 PAGES
16 pages in Natural Colors



PRICE
$2 POSTPAID

Reminder

Plant Roses early. The Hybrid Teas will bloom in June, and again in July and August "after a fashion." In September and October come great blooms which open more slowly than in June and therefore more perfect flowers of many varieties delight your heart in the Fall.

Feed your Roses a balanced diet and be careful not to feed too much.

A handful of fine ground bone around each plant, well dug in, will provide potash that plants need to give them strong constitutions and help them to withstand disease. Nitrogen helps make a quick soft growth and too much will make weak plants.

If a Rose is persistently poor, there is probably some trouble with the roots. You will gain satisfaction by digging out a poor Rose and planting a good one in its place for a poor Rose requires more care than a good one and gives you no results.

* * *

ORDER EARLY—IT PAYS

Before February 1st we had orders for furnishing two Municipal Rose Gardens and also the order to supply the Members of one of the most influential Rose Societies in U. S. A. These folks know from years of experience that it pays to order early.

* * *

FOLLOW DIRECTIONS

When you plant a Rose, plant it right—give it a full chance to do its best. That is really what it was bought for.

If you plant it "more or less" carefully you will be likely to get "more or less" results. Complete planting and cultural directions accompany every Rose order.

* * *

Roses can be trained over a common wire fence and a plant that would cost you one dollar will, when established, cover 20 feet of fence and give you thousands of blooms in June, not to speak of the glorious tinted foliage in the Autumn. If you have a fence why not cover the entire length of it with hardy Roses? Can you figure out any bigger returns for a few dollars?

* * *

21,000,000 pieces of undelivered mail were consigned last year to the dead letter office in Washington, because of being incorrectly or illegibly addressed.

"A word to the wise is sufficient." Six words addressed plainly — "Star Rose Growers, West Grove, Pa." will reach us.

* * *

FROM YOKOHAMA, JAPAN

Conard-Pyle Co., December 9, 1925

Dear Sirs:

Through the post office I am forwarding you $110, for which kindly forward me as many of your best roses as this amount will cover, together with some Stim-U-Plant tablets and some Dust Mixture.

Knowing nothing of roses I am leaving the selection to you and trust you will be good enough to select what you consider the best roses, together with full instructions as to how they should be cared for (I have a copy of "How to Grow Roses").

Signed, J. E. L.,

Order No. 28466 Yokohama, Japan.

Many of the Old Roses Still Unsurpassed

A few extracts from a letter to our President, Robert Pyle, written by Mrs. Herbert Harde Editor of "Our Garden Journal" after her 1925 trip to Europe. We regret that lack of space prohibits our printing the whole letter.

"My dear Mr. Pyle:—

"With reference to my European trip, I know that you will be surprised, without your telling me so, because most of the Roses I made note of, are the older roses, roses we have been planting for years and years and which have been rather forced into the background or forgotten completely by the advent of the newer and newest varieties.

"* * * * There is, I fear, a growing tendency in our American gardens to ignore the older roses, not because they are less beautiful in form and color, but because they are not the last word in roses.

"Then too, Mr. Pyle, we have no vast public gardens right in our cities as Paris has. Just recall the Tuileries Gardens, the Palais-Royal, Luxembourg, Decluny, Bagatelle, etc., etc., countless others and roses growing in all of them, roses grown under culture of the highest type—it is difficult for one, who has not seen them to form an idea of their magnitude and the immense area they cover, and roses, thousands and thousands of roses are everywhere in these gardens, for all to enjoy and delight in. Why, buxom Mme. Caroline Testout, produced blooms so large and of such substance and so richly pink that I hardly recognized my beloved old friend. I saw such varieties as Rose Marie, K. of K., Columbia, Louise Catharine Breslau, Mrs. Wakefield Christie Miller, La France and Los Angeles.

"Souvenir de Claudius Pernet, vivid and intense, is of course the marvel among yellow roses. (See illustration page 2.)

"Red Radiance is to be seen in many French gardens and I was glad. Personally, I have had great success with Red Radiance; its color is perfect, it is a sweet and generous rose. Thirty bush Red Radiance with three to five Red Radiance trees in an individual bed, is unbelieveably beautiful and arresting. A friend of mine who excludes all reds from her gardens gives a prominent position to Red Radiance, because it is never harsh or unharmonious.

"Mme. Butterfly is another favorite and so it should be, dainty lovely blossoms and excellent foliage and always, it seems to me in bud and flower.

"Mrs. Ambrose Ricardo is a most successful rose in the open garden, of rare coloring and charming form and what is very much to the point, it is a generous bloomer.

"Gardenia is highly prized, it is a precious climber and in exposed and trying situations it is hardy.

"I was amazed to find Birdie Blye climbing a graceful French trellis and pink with flowers in September. Dr. W. Van Fleet is in every French garden and like Hugonis need fear no rival—Christine Wright was in evidence, also radiant American Pillar and Paul's Scarlet Climber and charming Mary Wallace."

Ridgefield, Conn. Dec. 28, 1925.

and you deserve great credit. One thing that pleases me greatly is the ape of the plant for the entire list. R.M.H. Meshanticut Park, R. I.

DID YOU GET *YOUR* COPY? IF NOT, SEND FOR IT.

A Corner in Our Packing Shed

Note the generous amount of wet moss on the roots to prevent injury from drying, from 4 to 6 weeks if necessary

"Three Tenths of a Cent for Each Flower"

By W. C. Egan

"In the Spring of 1915 I planted three each of 42 varieties of roses. In getting them ready for their winter nap this fall, I find 28 varieties still in good condition after their 10th season of bloom. This seems to me a good record for this section, where it was said they could not be grown. The 14 absent sorts were discarded for various reasons. In some cases one plant had died and I could not obtain one of the same variety to replace it, wherefore I discarded the remaining two and substituted three plants of one of the newer kinds.

"I amused myself the other day, when housed by a cold snap, in figuring out a little problem in connection with the 28—1915 Hybrid Teas. As I could not put my hand on the record of all bloom given in 1916, I made a calculation on 27 varieties of three each, or 81 plants. The number of blooms in 1916 was 2,466; for the 10 years they have bloomed that would mean 24,660. Figuring the 81 Roses to have cost $1.00 each, we have an original outlay of $81, or about three tenths of a cent for each flower. (267 Roses for $1.)

Add the health and pleasure promoted by reason of their care, and you will find the Roses an asset far beyond their original cost. When I consider the fact that these plants give promise of a continuity of bloom through future years, I stand up and exclaim, "God bless them!" Reprinted from 1925 Rose Annual—American Rose Society.

* * *

Mr. Egan had some losses in his Rose garden, but a large percentage of his Roses had lived and bloomed for ten years when he wrote the article above. A gardener for a private estate who recently called here said, "his best Roses were 25 years old."

If you had your Star Roses for only one year and they averaged twenty blooms to the plant it would mean only 5 cents for each rose bloom.

How "Star" Roses Are Packed

Here is a "close-up" photo taken in a corner of our packing shed showing how carefully the Rose roots are protected with wet moss and wrapped in "Grizzly Bear," a specially made, crinkled and moisture proof paper.

The extreme care used in growing, digging, storing and finally in packing *Star* Roses accounts for the unusually high percentage that live and grow and bloom. The picture above shows one of our packers wrapping several Roses together for one order. Each plant is labeled, with a durable, printed celluloid star tag which is expected to remain permanently on the bush.

A Rose may be well grown, properly dug and cared for until shipping time, but when it comes to packing, we have learned of very few growers who give the same exacting care that we do to insure their Roses arriving safely, with the result that a few days delay in delivery will often ruin plants, which with proper packing would have arrived in good condition.

STAR ROSES ARE GUARANTEED TO GROW AND BLOOM unless they are lost by winter kill or insect pests, which are conditions over which we have no control.

The picture [illegible] site shows Roses wrapped, ready to be put in a box and shipped. When packed this way they will stay plump and fresh for four weeks or more, so you need not worry if there are a few days delay in delivery after your plants leave here.

Try if possible to have the ground ready in advance. Directions on how to care for your Roses on arrival always accompany each order.

* * * *

Some people, less than a day's journey from here, write to know if it is safe to order Roses so far from home. Well, read the answer below.

* * * *

$180.00 WORTH OF ROSES TO CENTRAL AMERICA

Order No. 21343 February 18, 1925

"All the roses which you shipped are starting well and very soon I shall send a new order."

Don Alfonso—Q—M.
San Salvador.

Note in the picture below that the roses have been pruned ready to plant. We ship in strong boxes.

Roses wrapped, ready for boxing. We ship to China, Japan, India, South Africa, South America and Europe, as well as throughout the U. S. A.

Here are a few of our field grown, Star Roses. Photo taken July 7, 1925. Three months yet to grow.

FROM

THE CONARD-PYLE CO.

Star Rose Growers

Robert Pyle, Pres. West Grove, Pa.

(Formerly The Conard & Jones Co.)

U. S. Postage
Paid 1½ Cents
Permit No. 1

Henry Wallace
Sec. of Agriculture
Washington D.C.